PHILIP MORRIS
U.S.A.
120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

March 21, 1986

Madlyn Glazer
Home Testing Institute
900 West Shore Road
Port Washington, NY 11050

Dear Madlyn:

Attached is the revised ballot and telephone questionnaire for the Benson and Hedges Ad/Pack test.

I would appreciate if you could have both of these retyped and on my desk no later than Thursday morning March 27, 1986. In this version please refer to the cigarettes as Benson & Hedges Classic Lights.

If you have any questions, please advise.

Sincerely,

Jerry Isaacs

JI:db
cc: J. Bonhomme
K. Eisen (Attachment)
C. Levy
K. Miller

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